

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
November 9, 2010, 4 p.m. - 6 p.m.
Board of Directors Meeting
AMPAS – 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Duke Gallagher, Treasurer, The Production Group
Fabio Conti, The Fabiolus Café
Charles Eberly, The Eberly Company
Brian Folb, Paramount Contractors
Kitty Gordillo, Hollywood Wilshire YMCA
Carol Massie, Secretary, McDonald's Restaurants
Father Michael Mandala, Blessed Sacrament Church
Patrick Olmstead, Los Angeles Film School
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios

Absent

Ryan Harter, President, CIM Group
Lillian Kuo, Vice President, Broadreach Capital
Craig Donahue, The Donahue Group
Richard Falzone, Off Vine Restaurant
Patrick Russell, The Robert Green Company
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Zachary Eaton, Space 15 Twenty

1. Call to Order

The meeting was called to order by Carol Massie at 4:15 p.m.

2. Public Comment

None.

3. Approval of Board Minutes

It was moved by Kitty Gordillo, seconded by Roxanna Sassanian and CARRIED to approve the minutes from the board's November 9, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Review/Approve Treasurer's Report: Duke Gallagher reviewed the financials with the board, which he had previously sent out via e-mail. Gallagher informed the board that the delinquent assessment amount was down to only \$2,027. He also shared a thank-you letter from Blessed Sacrament Social Services for the \$10,000 donation the board had made.

It was moved by Fr. Michael Mandala, seconded by Fred Rosenthal and CARRIED to approve the Treasurer's Report from November 30, 2010. Unanimously approved.

5. Committee and Program Reports

A. Streetscape Committee

1. Sunset Blvd. Urban Design Guidelines: On December 2nd the CRA hosted a joint meeting with the City Planning Department commissioners at the Egyptian Theatre to review the red-line versions of the plan. Michael Pogorzelski attended the meeting and reported that there was not much new for people who had been following the process, but to summarize he said that most of the public comments criticized the plans for being too restrictive. He said the Planning Department and the CRA are bringing together a working group to finalize the plans, and that they do not want any ambiguity. Further, the Hollywood Community Plan will trump the CRA's guidelines.

2. Walk of Fame Repair and Tree Replacement: Kerry Morrison said that the Hollywood Historic Trust is very grateful for the BID's tree donation, and that the repair could begin as early as 2011.

3. Field Trip to Wilshire Center: Strecker stated that the field trip to the Wilshire Center BID was successful in providing insight and ideas for streetscape elements such as planters, medians, and pocket parks. He noted that the placement of planters should be carefully considered, as the Wilshire BID has discovered that planters in front of certain businesses, such as bars, have had a high rate of plant death due to cigarette ashes being placed in them, and vandalism. He pointed out the new park that was part of the redevelopment of the Ambassador Hotel site as a great example of public open space.

4. Morrison stated that Sarah MacPherson has been in discussions with LACE (Los Angeles Cultural Exhibitions) on how to activate the Big Lots and KFC properties which are currently vacant. Pogorzelski said that AMPAS has met with Carol from LACE to look at an art project on the fence and exteriors of the properties. Rosenthal asked if CRA was planning to demolish the KFC site, warning that it could become a haven for homeless people. Morrison said she would broach the subject with CRA.

B. Security Committee

1. Meeting regarding public safety issues at CRA/Arclight Parking Structure: Morrison reported that there was a shooting recently at the Arclight parking garage, which has been experiencing a similar uptick in violence as they had seen eight months ago. All parties were brought together for a meeting, where it was learned that only two security guards are currently assigned to the seven-level parking structure. Conversely, Hollywood and Highland deploys 15 guards for their parking garage. There is an issue with people drinking and partying

on the roof before and after club going. The CRA has committed to deploying nine security guards for the time being in order to break the “party” culture in the structure.

2. Update re/ LAPD and LAFD outreach to nightclubs: Morrison reported that LAFD held a meeting three weeks ago for all clubowners in Hollywood, where they did a presentation on crowd control and crowd crush, showing videos and documents pertaining to past incidents in other cities. Morrison said the presentation was very effective and that LAFD is very concerned about keeping the club safe. There have been no closures lately.

C. Marketing Committee

1. Parking Issues Update: Morrison spoke about the city’s proposal to enter into a long term lease with the private sector for the nine parking garages owned by the city. The majority of the parking spots are in Hollywood, including the ArcLight parking structure. Both the HPOA and the Chamber of Commerce have sent letters to the city council and mayor’s office, which were included in the meeting packet along with the proposed schedule of rate changes. Garcetti met with local business leaders to address the concerns raised by this proposal and explained why the city is considering this lease, stating that it was an idea that originated in the mayor’s office. Leron Gubler requested a 30-day delay to research the prospect of forming a Hollywood Parking District as an alternative. Morrison stated that she and several others had attended the city council meeting this morning to make public comments on the proposal.

It was moved by Charles Eberly, seconded by Kitty Gordillo and CARRIED to have Morrison draft a letter of opposition to the proposal from CHC. It was further requested that this letter be sent out to all stakeholders so that they may print on their own letterhead and send to the mayor’s office and the city council. Unanimously approved.

2. Cirque de Soleil Restaurant Partnership Program: Strecker said that a meeting took place on November 30 with the head of marketing from Cirque de Soleil and many of the restaurant owners/operators here in Hollywood. The purpose of the meeting was for the two parties to exchange promotional ideas and Strecker thought it was very productive. He said that the BID will continue the dialogue to partner with Cirque.

D. Nominating Committee

1. Report from Nominating Committee: Morrison stated that in January, the nominating committee will work on a slate of officers to bring forward at the February 2011 annual meeting.

E. BID Renewal Steering Committee

1. Presentation of potential components of the Management District Plan proposal for the new BID: Morrison stated that the committee has been going back and forth with Willdan on the assessment formula. The next step will be to finalize the Management District Plan. Mariani spoke more on the assessment formula, stating that they have gone through about 15 iterations of the proposed formula. The new formula is based on front footage (50%), lot square footage (25%) and building square footage (25%). The committee performed an exercise to see who might vote yes during the petition phase to ensure that we have 50% plus one dollar. As a result, the committee identified about 55% of stakeholders that are likely to vote “yes,” 20% likely to vote “no,” and 25% “not sure,” which provides a level of confidence to proceed with this formula. Mariani explained the three zones of benefit and how they are

factored in to the assessment formula, also explaining why the old methodology used by the current BID can no longer be used. Morrison said the committee had to start with the budget and assumptions about where services are delivered (for which we have historical data to back up) and then work backwards to identify the formula. The analysis will be laid out in the civil engineer's report. The last thing left to decide is how long to renew the BID for, which can be from 5 to 10 years.

7. New Business

A. Farmers Market: Patrick Olmstead gave a history and summary of the LA Film School's years-long conflict with the Farmers Market, which currently blocks the use of one of their parking lots on Sundays. The Film School has been expanding and now offers classes on Saturdays, and would like to offer classes on Sundays. They have been in communication with SEE-LA, who runs the Farmers Market, for over three years but their needs to access to their property have been ignored. The game changed recently when the city required SEE-LA to obtain petitions from the 51% of the property owners on each block in order to close the street. SEE-LA has not been able to meet this requirement for Ivar, between Sunset and Selma. The Film School is now in meetings with SEE-LA, the Mayor's Office, and CD13 to come up with alternatives but SEE-LA is refusing to consider any suggestions. Instead of working to find a solution, SEE-LA has run a smear campaign against the Film School in the media, making it appear that the Film School is trying to shut down the Farmers Market. The city has granted a temporary permit for the market to operate until January 9. Olmstead requested support from the board of directors. After a lengthy discussion, there was not a consensus as to the advisability of the board taking a public position. Instead, it was agreed that Morrison would organize an advisory committee of property owners from both the Sunset and Vine BID and the Entertainment District to help find a solution.

B. Task Force to End Homelessness: this item was tabled.

8. EXECUTIVE SESSION

The board met in executive session to discuss the allocation of funds for a year-end performance bonus to be distributed to the staff, at the discretion of the executive director. **It was moved, seconded and CARRIED to authorize a \$10,000 payment toward year-end compensation.**

9. Next Meeting

The next meeting was scheduled for Tuesday, January 11, 2010 at 4 p.m. at AMPAS (1313 Vine Street, Los Angeles, CA. 90028).

11. Adjournment

There being no further business the meeting was adjourned by Carol Massie.